

Nomination for the State Agency Recognition Awards 2002

Title: Education/Outreach

Other Title not Listed:

Recipient: California State University Long Beach

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Executive Summary:

Pocket Calendar

Realizing that the key to increasing the use of small business involves getting the end users to think in terms of small business, the California State University Long Beach Purchasing Department looked for ways to increase that end user awareness. With very limited funds, the method or methods used had to be simple and direct, and emphasizing a one-to-one approach. After brainstorming sessions, the Purchasing Department decided to utilize something that almost everyone needed and could use as the medium to spread the message that supporting small business was “a good deal for all”.

One of the methods chosen was to create a pocket calendar that could be carried in a wallet or pocket and that also conveyed a pro small business message. Since nearly everyone will find themselves in a situation, often away from their desks or offices, where they need to know a certain date, a pocket calendar is something that people will keep and use. Each time the calendar is pulled from a pocket or wallet the “support small business” message is conveyed, as part of a helpful tool.

The pocket calendar has been distributed in various ways, including from the Receptionist Desk in Purchasing, at our annual vendor show, by our buyers during meetings with end users, and to visitors attending the Purchasing Department Open House held during Purchasing Month. The purpose of the pocket calendar is to heighten awareness of the Small Business Program among end users as they begin planning their purchases. It achieves this goal by creating a message of supporting small business when they receive it and by reinforcing that message each time they use it in the coming year(s).

While the purpose and success of the pocket calendar is hard to quantify, we believe, based on initial comments, that it will be very successful in conveying the pro-small business message.

Written Nomination: Pocket Calendar

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